

## Survey of Online Marketing to Foreign Students

**Table 3.51: Has your college taken out an online or print ad for the purposes of recruitment in a foreign country market?**

	Yes	No	No but we are planning to do so
Entire Sample	36.54%	55.77%	7.69%

**Table 3.52: Has your college taken out an online or print ad for the purposes of recruitment in a foreign country market? Broken Out by Type of College**

Type of College	Yes	No	No but we are planning to do so
Community College	30.00%	60.00%	10.00%
4-Year Degree Awarding	29.03%	61.29%	9.68%
MA and PHD Awarding	57.14%	42.86%	0.00%
Research University	75.00%	25.00%	0.00%

**Table 3.53: Has your college taken out an online or print ad for the purposes of recruitment in a foreign country market? Broken Out by Public or Private Status**

Public or Private Status	Yes	No	No but we are planning to do so
Public	47.83%	47.83%	4.35%
Private	27.59%	62.07%	10.34%

**Table 3.54: Has your college taken out an online or print ad for the purposes of recruitment in a foreign country market? Broken Out by Total FTE Student Enrollment**

Student Enrollment	Yes	No	No but we are planning to do so
Less than 1,200	17.65%	76.47%	5.88%
1,200 to 5,000	50.00%	50.00%	0.00%
5,000 to 10,000	33.33%	44.44%	22.22%
More than 10,000	50.00%	41.67%	8.33%

## Survey of Online Marketing to Foreign Students

**Table 3.55: Has your college taken out an online or print ad for the purposes of recruitment in a foreign country market? Broken Out by Online Marketing Spending Directed at Foreign Students in the Last Year**

Online Marketing Spending	Yes	No	No but we are planning to do so
None	21.74%	69.57%	8.70%
Less than \$10,000	44.44%	55.56%	0.00%
More than \$10,000	62.50%	37.50%	0.00%
Unknown	41.67%	41.67%	16.67%

**Table 3.56: Has your college developed a Facebook or other social networking site page in a foreign language?**

	Yes	No	No but we are planning to do so
Entire Sample	17.31%	71.15%	11.54%

**Table 3.57: Has your college developed a Facebook or other social networking site page in a foreign language? Broken Out by Type of College**

Type of College	Yes	No	No but we are planning to do so
Community College	30.00%	60.00%	10.00%
4-Year Degree Awarding	9.68%	77.42%	12.90%
MA and PHD Awarding	0.00%	85.71%	14.29%
Research University	75.00%	25.00%	0.00%

**Table 3.58: Has your college developed a Facebook or other social networking site page in a foreign language? Broken Out by Public or Private Status**

Public or Private Status	Yes	No	No but we are planning to do so
Public	26.09%	65.22%	8.70%
Private	10.34%	75.86%	13.79%

## Survey of Online Marketing to Foreign Students

**Table 3.59: Has your college developed a Facebook or other social networking site page in a foreign language? Broken Out by Total FTE Student Enrollment**

<b>Student Enrollment</b>	<b>Yes</b>	<b>No</b>	<b>No but we are planning to do so</b>
Less than 1,200	5.88%	94.12%	0.00%
1,200 to 5,000	14.29%	64.29%	21.43%
5,000 to 10,000	33.33%	55.56%	11.11%
More than 10,000	25.00%	58.33%	16.67%

**Table 3.60: Has your college developed a Facebook or other social networking site page in a foreign language? Broken Out by Online Marketing Spending Directed at Foreign Students in the Last Year**

<b>Online Marketing Spending</b>	<b>Yes</b>	<b>No</b>	<b>No but we are planning to do so</b>
None	13.04%	82.61%	4.35%
Less than \$10,000	37.50%	62.50%	0.00%
More than \$10,000	25.00%	62.50%	12.50%
Unknown	7.69%	61.54%	30.77%